



Architectural Commission Report

Meeting Date: Wednesday, April 18, 2012

Subject: UTA
9336 CIVIC CENTER DRIVE
Request for approval of a monument sign and a sign accommodation to allow a building identification signs facing private property.
(PL120 5347)

Project applicant: Harout Dedeyan, Rottet Studio - Applicant

Recommendation: Conduct public hearing and provide the applicant with an approval.

REPORT SUMMARY

The applicant is requesting review and approval of a building identification sign along the Civic Center Drive building elevation, a monument sign also along the Civic Center Drive elevation and a sign accommodation to allow a building identification sign facing the private property to the east. The signage specifics are as follows:

- One building ID sign along the west building elevation (Sign A). This sign is proposed to be composed of carved negative space in a glossy black painted metal. The sign would be internally illuminated and would contain the business logo in addition to the text 'United Talent Agency'. The total area of the sign proposed is 178.5 SF, less than the maximum 194 SF permitted pursuant to Beverly Hills Municipal Code §10-3-2019 (building ID signs in the C-5 zone shall be limited to 1 SF in area for each linear 1'-0" of the building elevation). The request also includes the desire for a sign accommodation approval to locate the sign on the side of the building facing private property.
- One monument sign located along Civic Center Drive (Sign B). This sign is proposed to be composed of water jet cut corten steel with glossy black painted metal. The sign would be internally illuminated. Pursuant to BHMC §10-3-2018, monument signs in the C-5 zone are shall be limited to 5 feet in height. As such, the proposed sign exceeds this maximum height by 6". As such, staff has included a condition of approval in the resolution which would require the height of the monument comply with the 5'-0" maximum height.
- One building ID sign along the east building elevation (Sign C). This sign is proposed to be composed of carved negative space in a glossy black painted metal. The sign would be internally illuminated and would contain the business logo. The total area of the sign proposed is 49 SF, less than the maximum 140 SF permitted pursuant to Beverly Hills Municipal Code §10-3-2019 (building ID signs in the C-5 zone shall be limited to 1 SF in area for each linear 1'-0" of the building elevation). The request also includes the desire for a sign accommodation approval to locate the sign on the side of the building facing private property.

ZONING CODE COMPLIANCE

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

ENVIRONMENTAL ASSESSMENT

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the

Attachment(s):

- Detailed Design Description and Materials (Applicant Prepared)
- Design Plans, Cut Sheets and Supporting Documents
- Approval Resolution

Report Author and Contact Information:

Shena Rojemann, Associate Planner
(310) 285-1192

srojemann@beverlyhills.org



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review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

PUBLIC OUTREACH AND NOTIFICATION

The sign accommodation for this project requires public notice within 100 feet of the subject property to be mailed ten (10) days prior to the hearing. The public notice for this project was mailed on Friday, April 6, 2012. To date, staff has not received any comments in regards to the submitted project.



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Attached A:

Detailed Design Description
and Materials (Applicant Prepared)

SECTION 2 – PROJECT DESCRIPTION / ZONING INFORMATION

A Indicate Requested Application

- Staff Review
 - Three (3) sets of plans required (see Section 6 for plan size requirements).
- Architectural Commission Review
 - Ten (10) sets of plans required (see Section 6 for plan size requirements).
 - Public Notice materials required for Sign Accommodations (see Section 5 for public notice requirements).

B Identify the scope of work (check all that apply):

- New construction
 - Façade Remodel ONLY
 - Business Identification Sign(s)
Number of signs proposed:
 - Building Identification Sign(s)
Number of signs proposed:
 - Sign Accommodation (explain reason for the accommodation request below):
Two building identity signs and one monument sign
Number of signs proposed:
 - Other: _____
- Remodel: Int. & Ext, no floor area added
 - Remodel: Int. & Ext, floor area added
 - Awning(s): New Recovery
 - Open Air Dining: #Tables #Chairs

C Describe the scope of work proposed including materials and finishes:

- Two identity signs located at the building parapet level on the west and east elevations.
- One monument sign facing Civic Center Drive

C Identify the Project Zoning (City Zoning Map: <http://gis.beverlyhills.org/UNITEGIS/>)

- | | | | | |
|---|---------------------------------|---------------------------------|---------------------------------|--------------------------------|
| <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4X | <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4-P | <input type="checkbox"/> R-4X2 |
| <input type="checkbox"/> R-3 | <input type="checkbox"/> RMCP | <input type="checkbox"/> C-3 | <input type="checkbox"/> C-3A | <input type="checkbox"/> C-3B |
| <input checked="" type="checkbox"/> C-5 | <input type="checkbox"/> C-3T-1 | <input type="checkbox"/> C-3T-2 | <input type="checkbox"/> C-3T-5 | <input type="checkbox"/> C-5 |

E Lot is currently developed with (check all that apply):

- General Office Building
- Retail Building
- Medical Office Building
- Multi-family Building
- Vacant
- Restaurant
- Other (specify below): _____

F Are any protected trees located on the property? (See the City's tree removal guidelines at: <http://www.beverlyhills.org/services/building/plans/tree.asp>.)

Yes No

If YES, provide the following information:

Tree Type: Heritage Tree(s) Native Tree(s) Urban Grove

Species: _____

Quantity/Sizes: _____

Reason for Removal: _____

G Has the existing structure been designed by a notable architect or is it identified on any historic resource inventory, including the City of Beverly Historic Resources Survey (Verify with the Planning Division if the property is listed on the City's survey)?

Yes No If yes, please list Architect's name: _____

SECTION 3 – PROJECT DETAILS AND MATERIALS (continues on next page)

A Indicate in the chart below all applicable signage details:

	<u>Type of Sign</u> (i.e. business ID, building ID, parking, etc.)	<u>Dimensions</u> (length x width)	<u>Square Feet</u>	<u>Maximum Area Permitted by Code</u>	<u>Maximum Area Permitted w/ Sign Accommodation</u> (if applicable)
1	Building Identity Sign	25'-6" x 7'-0"	178.5 SF	182 SF	
2	Monument Sign	10'-0" x 5'-6"	55 SF	55 SF	
3	Building Identity Sign	7'-0" x 7'-0"	49 SF	165 SF	
4					
5					

C List the specific materials and finishes for all of the architectural features proposed in the project (List N/A, not applicable, for features that do not apply.):

FAÇADE (List all material for all portions visible from the street)

Material: _____
 Texture /Finish: _____
 Color / Transparency: _____

WINDOWS/DOORS (Include frame, trim, glass, metal, etc.)

Material: _____
 Texture /Finish: _____
 Color / Transparency: _____

ROOF

Material: _____
 Texture /Finish: _____
 Color / Transparency: _____

CHIMNEY(S)

Material: _____
 Texture /Finish: _____
 Color / Transparency: _____

COLUMNS

Material: _____
 Texture /Finish: _____
 Color / Transparency: _____

BALCONIES & RAILINGS

Material: _____
 Texture /Finish: _____
 Color / Transparency: _____

OUTDOOR DINING ELEMENTS (List all material for all outdoor dining elements.)

Material: _____
 Texture /Finish: _____
 Color / Transparency: _____

SECTION 3 – PROJECT DETAILS AND MATERIALS (continued from previous page)

AWNINGS, CANOPIES

Material: _____
Texture /Finish: _____
Color / Transparency: _____

DOWNSPOUTS / GUTTERS

Material: _____
Texture /Finish: _____
Color / Transparency: _____

BUSINESS ID SIGN(S)

Material: _____
Texture /Finish: _____
Color / Transparency: _____

BUILDING ID SIGN(S)

Material: Satin black aluminum, clear polycarbonate, white acrylic
Texture /Finish: Satin, clear smooth.
Color / Transparency: Black with backlit logo and channel letters

EXTERIOR LIGHTING

Material: _____
Texture /Finish: _____
Color / Transparency: _____

PAVED SURFACES

Material: _____
Texture /Finish: _____
Color / Transparency: _____

FREESTANDING WALLS AND FENCES

Material: _____
Texture /Finish: _____
Color / Transparency: _____

OTHER DESIGN ELEMENTS

Material: Monument sign - Corten Steel, Satin black aluminum, clear polycarbonate, white acrylic
Texture /Finish: Satin, clear smooth.
Color / Transparency: Black with backlit logo and channel letters

D Describe the proposed landscape theme, if applicable. Explain how the proposed landscaping complements the proposed style of architecture:

SECTION 4 – DESIGN ANALYSIS AND FINDINGS (for Commission level applications only)

A Clearly identify how your project adheres to each of the required findings of the Architectural Review Commission:

- 1.** *Describe* how the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.

The signs project a sense of presence in an elegant yet not flashy manner. The sign materials were selected to attract attention without clashing with the existing building materials.
The signs work very well on the building and within the context of the city block, very much in harmony with the signage on adjacent buildings.

- 2.** *Describe* how the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable.

- 3.** *Describe* how the proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value.

- 4.** *Describe* how the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan.

- 5.** *Describe* how the proposed development is in conformity with the standards of the municipal code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.

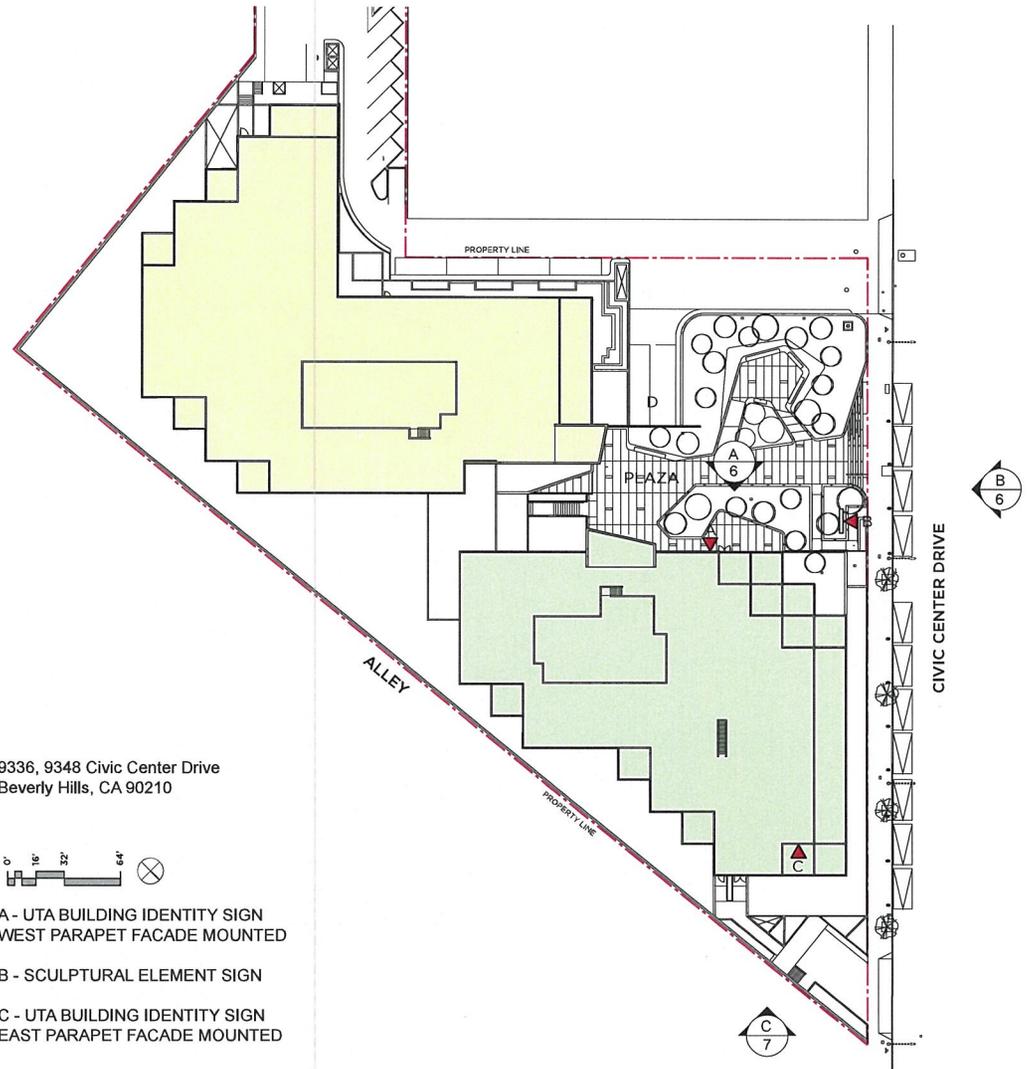


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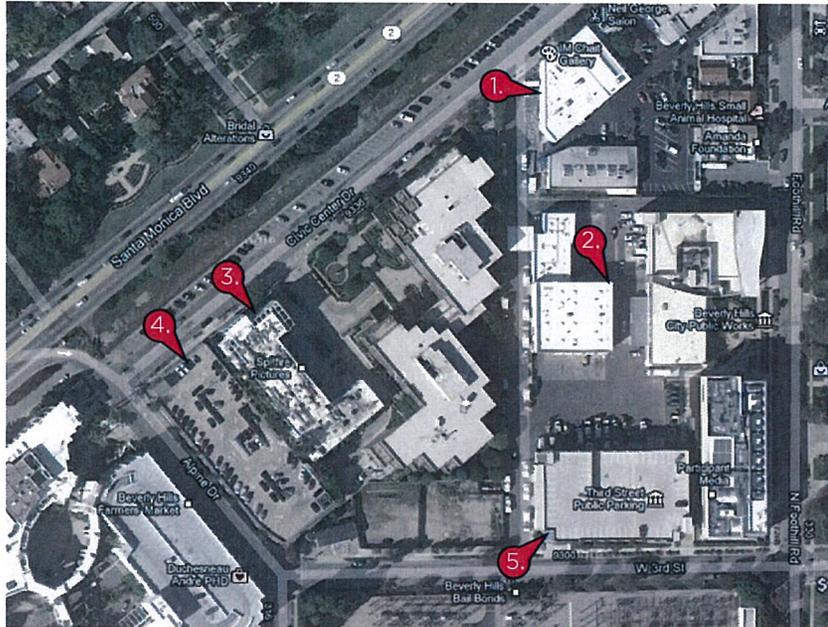
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Attached B:

Design Plans, Cut Sheets
and Supporting Documents



EXTERIOR SIGNAGE KEY PLAN



1. 9330 Civic Center Drive



2. 345 N. Foothill Road



3. 9348 Civic Center Drive



4. 9350 Civic Center Drive

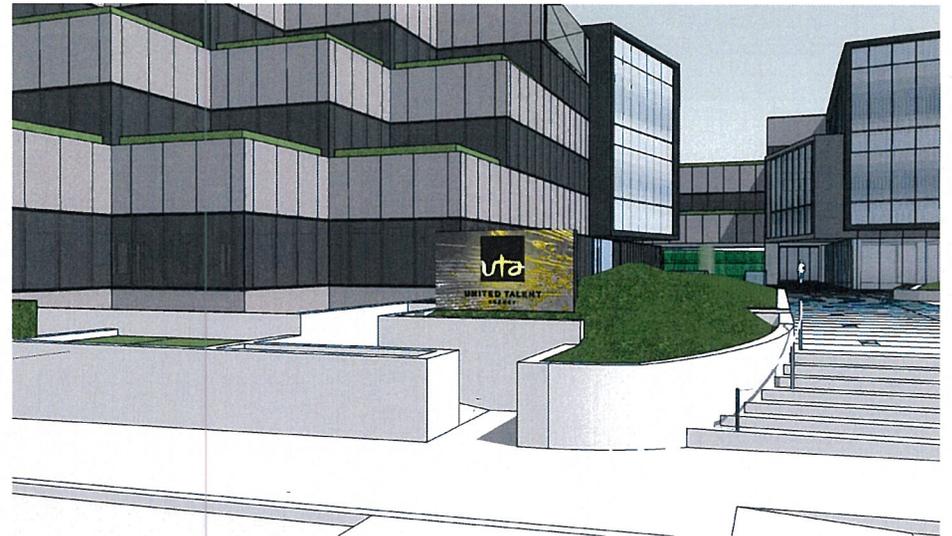


5. 9333 W. 3rd Street

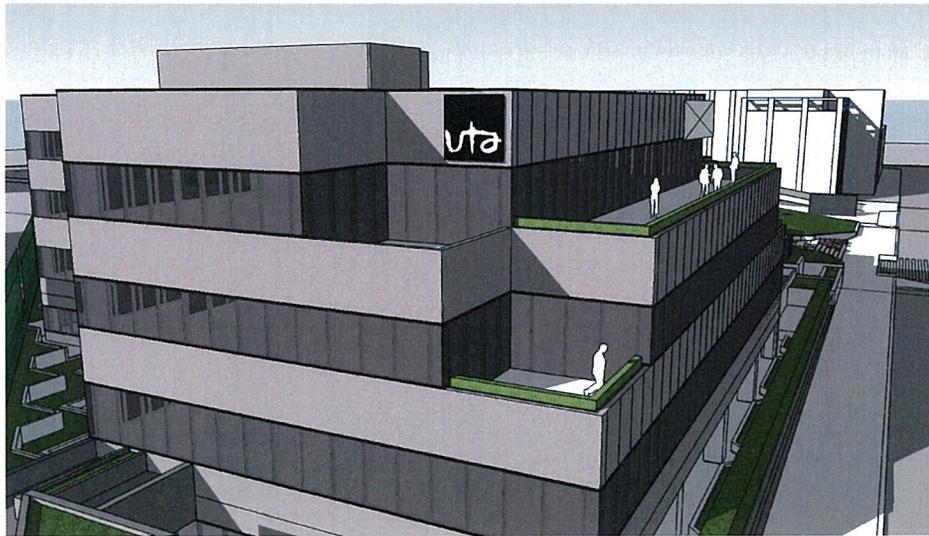
PHOTOGRAPHS OF NEIGHBORING PROPERTIES



Sign A - West facing sign overlooking plaza

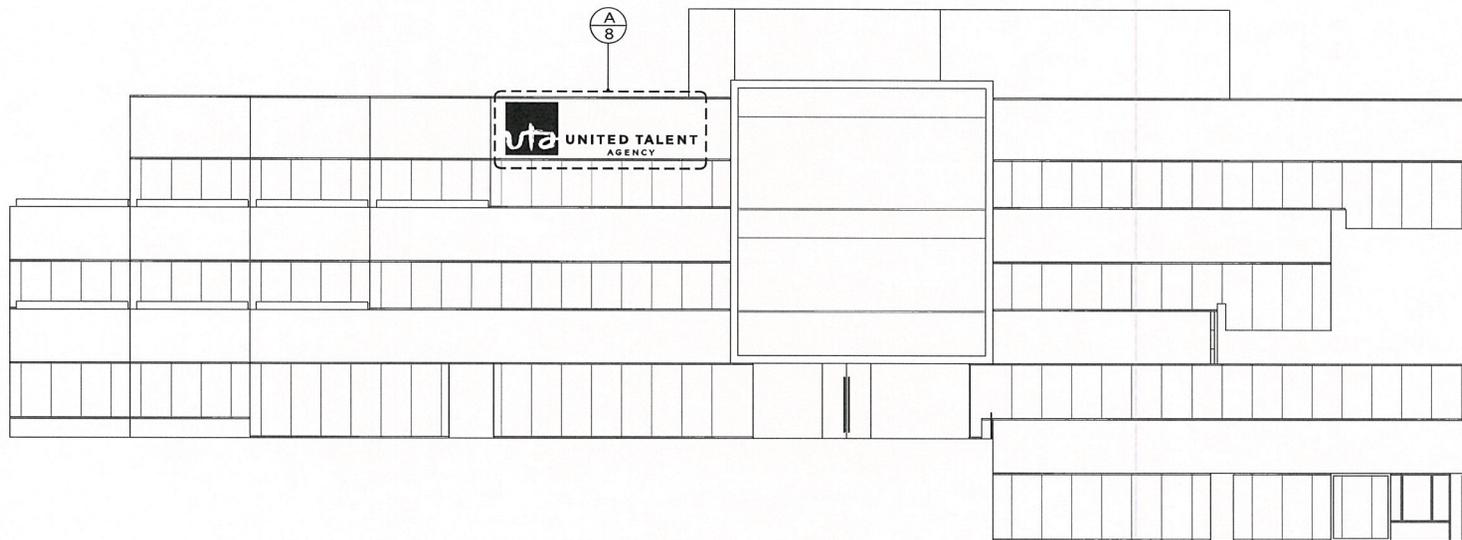


Sign B - Monument sign at street level

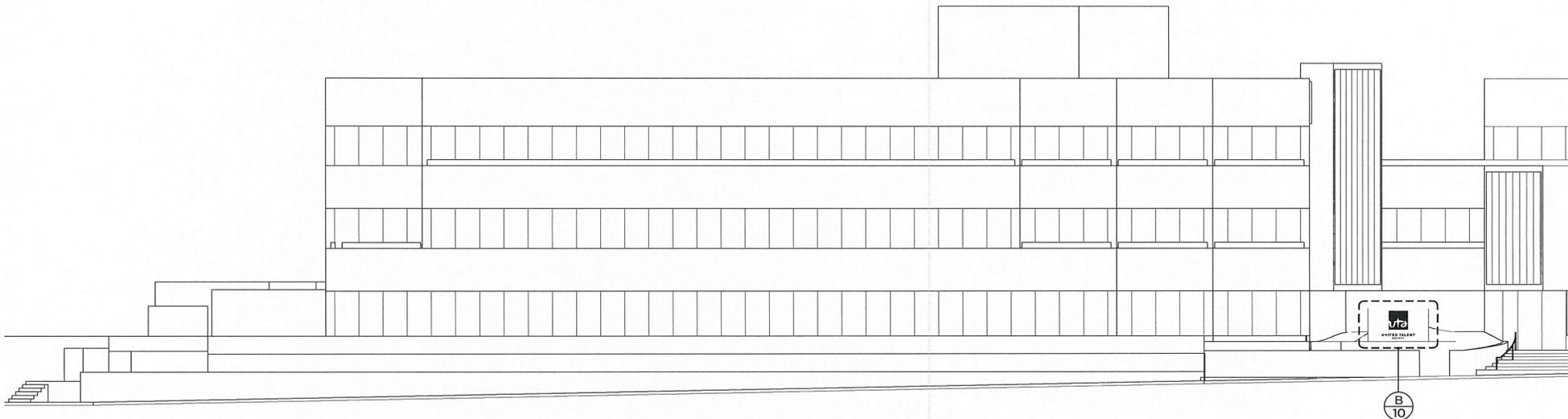


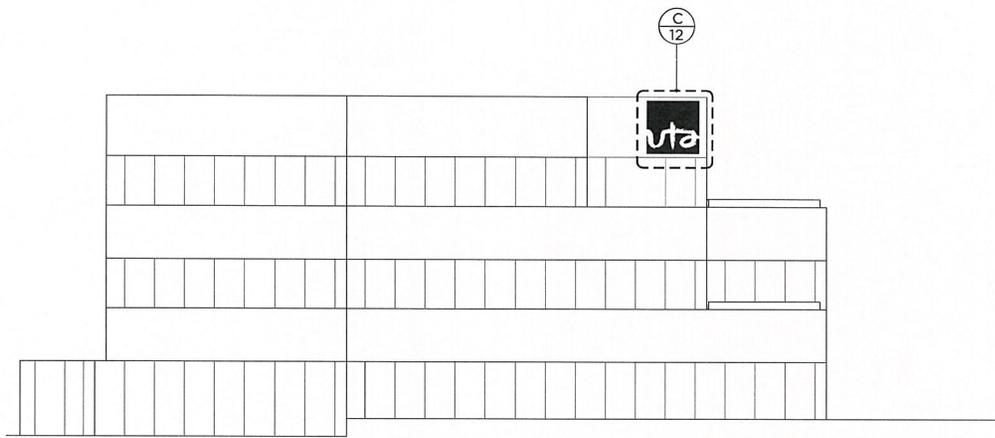
Sign C - East facing sign overlooking Alley





Sign A
1/16"=1'-0"
West facing sign overlooking plaza

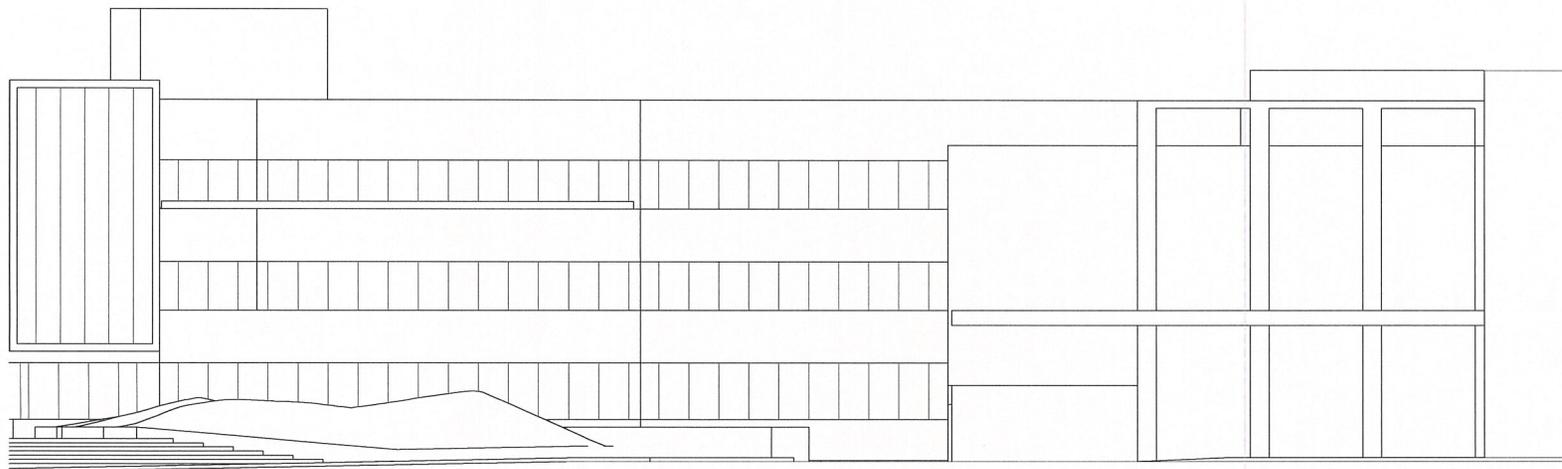




Sign C

1/16"=1'-0"

East facing sign overlooking Alley



Sign B

1/16"=1'-0"

Monument sign at street level

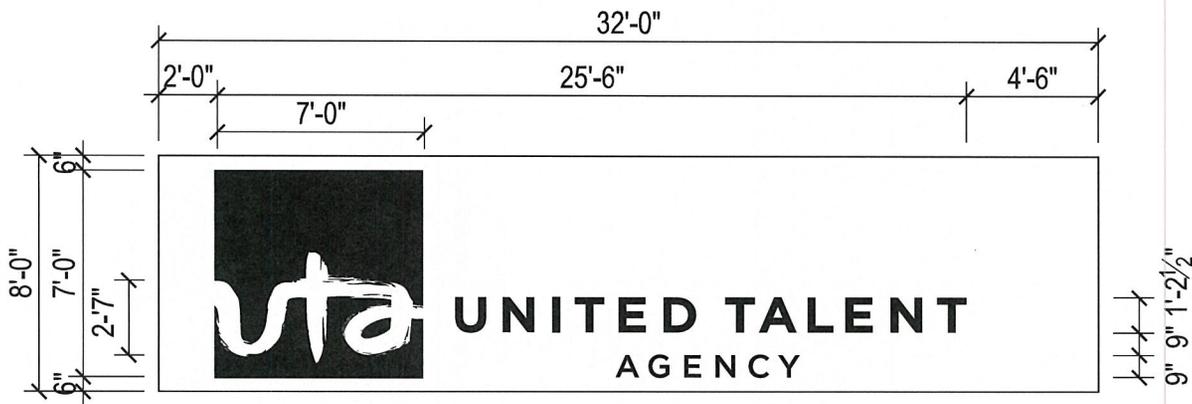


Sign A

1/4"=1'-0"
West facing sign overlooking plaza

25'-6" X 7'-0" = 178.5 SF
ALLOWABLE AREA:
182 SF (2% OF 9109 SF)





Sign A

1/4"=1'-0"
West facing sign overlooking plaza

SYMBOL

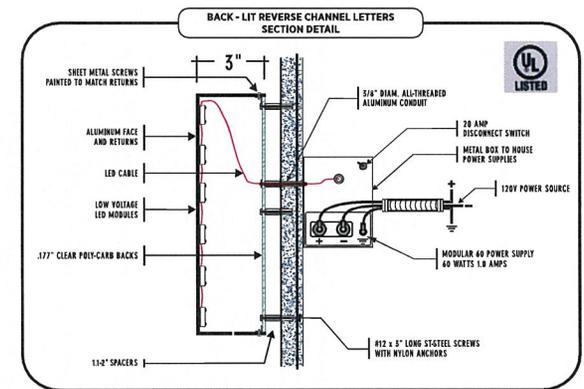
- CARVED NEGATIVE SPACE IN MTL. PAINTED BLACK GLOSSY
- INTERNAL ILLUMINATION

LOGOTYPE

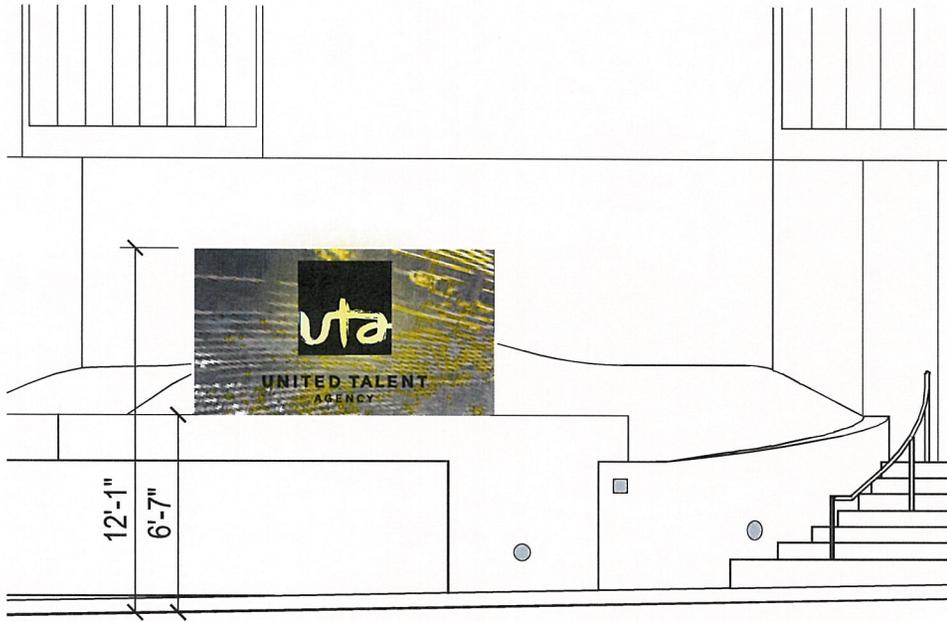
- MTL. PAINTED BLACK GLOSSY CHANNEL LETTERS



Night Time Rendering



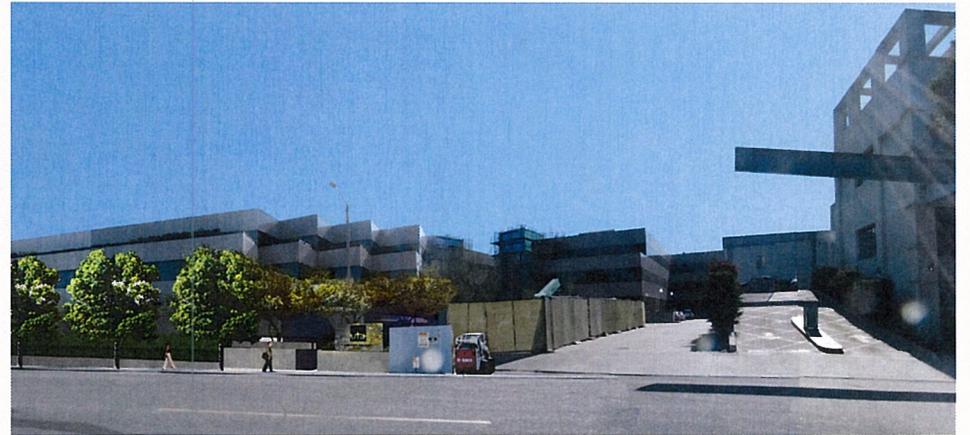
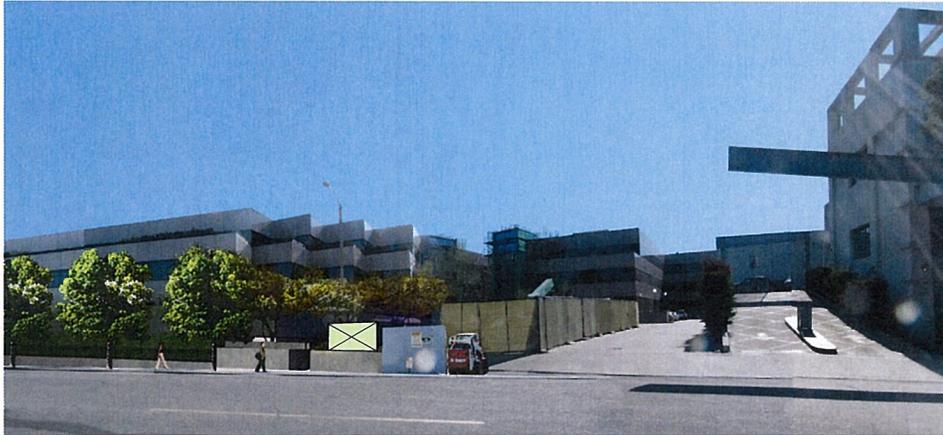
Section

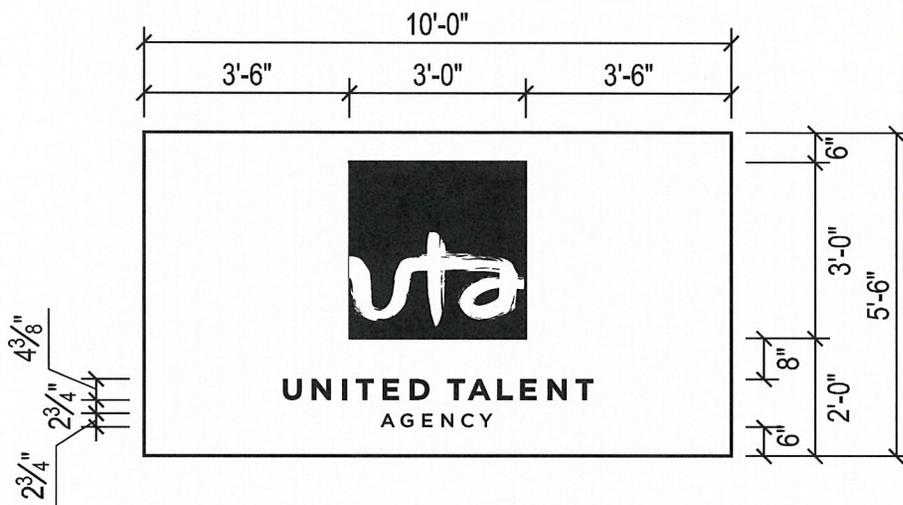


Sign B

1/4"=1'-0"
Monument sign at street level

10'-0" X 5'-6" = 55 SF
ALLOWABLE AREA:
55 SF





Sign B

1/2"=1'-0"
 Monument sign at street level

BACK PANEL

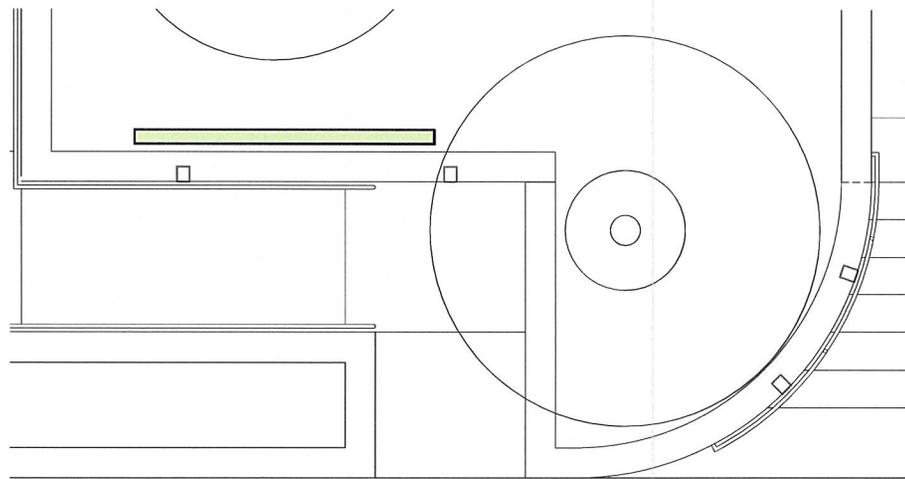
- WATERJET CUT CORTEN STEEL
- INTERNAL ILLUMINATION

SYMBOL

- CARVED NEGATIVE SPACE IN MTL. PAINTED BLACK GLOSSY

LOGOTYPE

- MTL. PAINTED BLACK GLOSSY CHANNEL LETTERS



Sign B Plan

tel: (818) 772-6165 or (805) 522-3328
 fax: (818) 341-6650
 e-mail: adrian@paradisesigns.com
 address: 8573 Canoga Ave., Canoga Park, CA 91304

PROJECT NAME: United Talent Agency
 JOB ADDRESS: 9348 Civic Center Drive
 CITY & STATE: Beverly Hills, CA
 CONTACT: HAROUT DEDEYAN
 PHONE & Fax: 213.612.4585 x 106
 E-MAIL: dedeyanh@rottetstudio.com
 DRAWING DATE: 4-04-12

PROP. OWNER: _____
 ADDRESS: _____
 CITY & STATE: _____
 CONTACT: _____
 PHONE: _____
 FAX: _____
 E-MAIL: _____

Internally-Lit Monument Sign

Fabrication Specs:

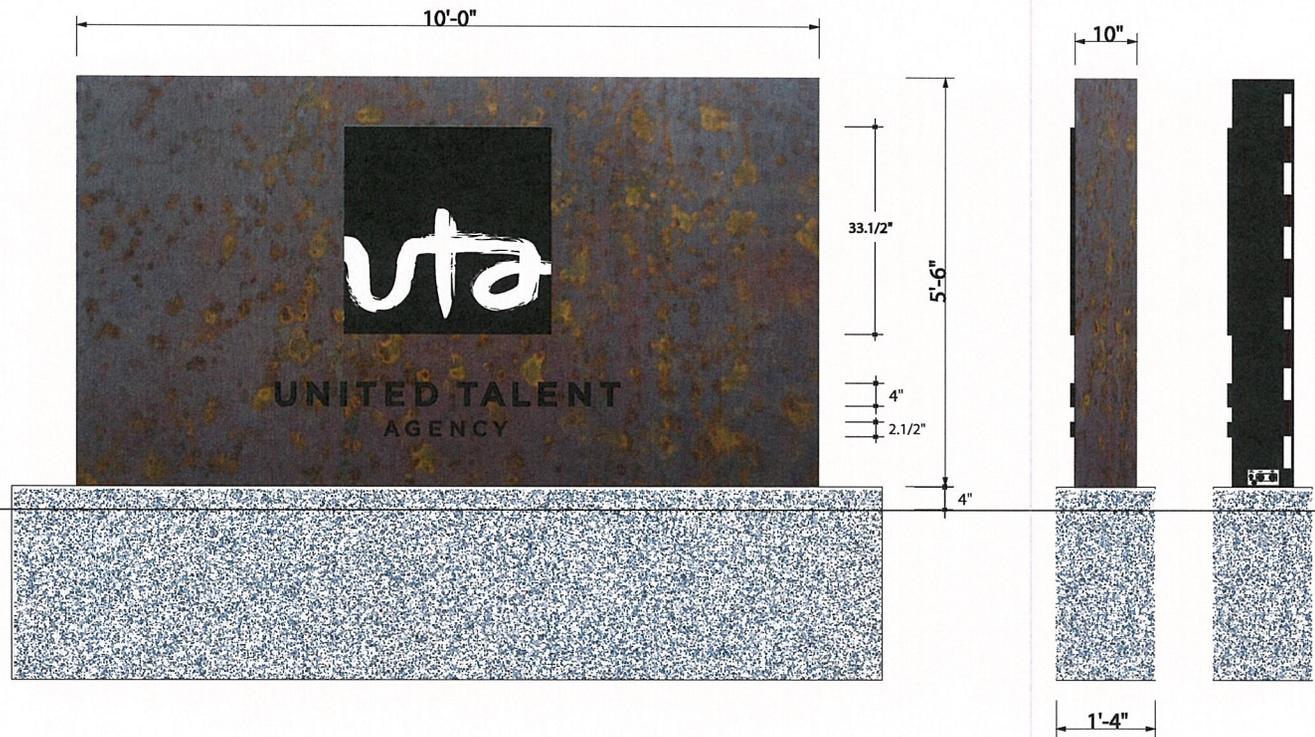
Internally illuminated Single-Sided monument sign with Waterjet cut Corten-Steel metal face with 3/4" thick Push-Thru acrylic logo and text. Letters to illuminate White at night. Logo to illuminate White for UTA and White around the entire square. White LED's to be used for illumination. Back side of the sign to be removable Corten-Steel material to allow for access to the sign illumination. Concrete footing to be handled by G.C.

Attachment Specs:

Sign to be anchored to the concrete footing with J-Bolts per Engineers requirements.

Revision No:

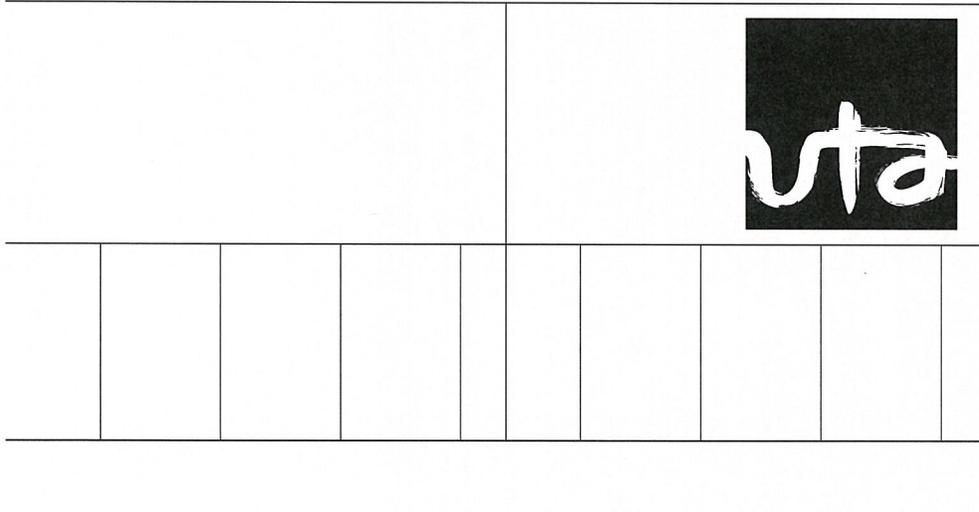
△	△
△	△
△	△
△	△
△	△



"This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electric Code and/or other applicable local codes. This includes proper grounding and bonding of the sign"

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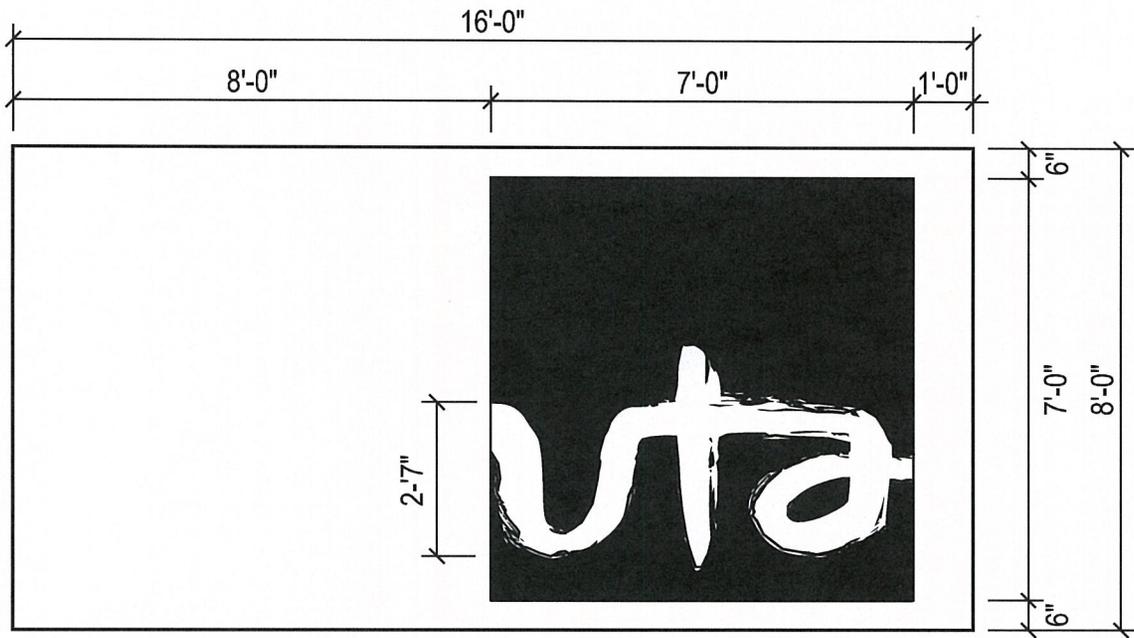
Sign C

1/4"=1'-0"

East facing sign overlooking Alley

7'-0" X 7'-0" = 49 SF
 ALLOWABLE AREA:
 165 SF (2% OF 8246 SF)





Sign C

1/2"=1'-0"

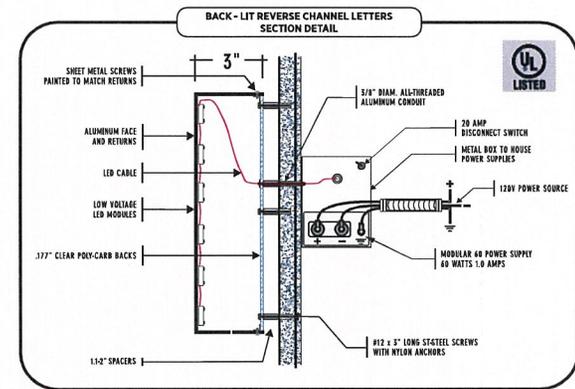
East facing sign overlooking Alley

SYMBOL

- CARVED NEGATIVE SPACE IN MTL. PAINTED BLACK GLOSSY
- INTERNAL ILLUMINATION



Night Time Rendering



Section



Sign A & C Night Rendering

"This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electric Code and/or other applicable local codes. This includes proper grounding and bonding of the sign"

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tel: (818) 772-6165 or (805) 522-3328
 fax: (818) 341-6650
 e-mail: adrian@paradisesigns.com
 address: 8573 Canoga Ave., Canoga Park, CA 91304

PROJECT NAME United Talent Agency
 JOB ADDRESS 9348 Civic Center Drive
 CITY & STATE Beverly Hills, CA
 CONTACT HAROUT DEDEYAN
 PHONE & Fax 213.612.4585 x 106
 E-MAIL dedeyanh@rottetstudio.com
 DRAWING DATE 3-29-12

PROP. OWNER
 ADDRESS
 CITY & STATE
 CONTACT
 PHONE
 FAX
 E-MAIL

Halo-Lit Reverse Channel Letters

Fabrication Specs:

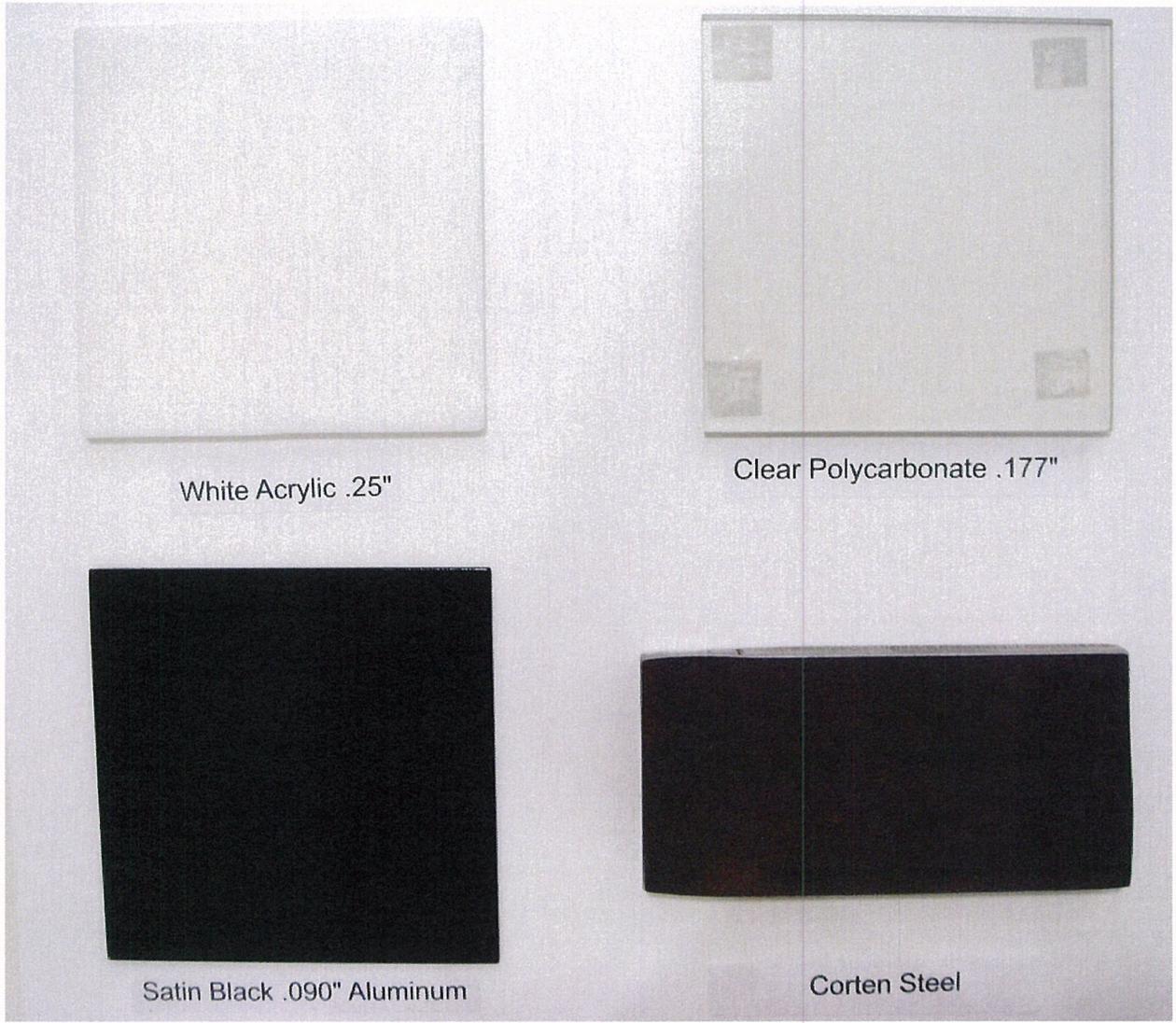
Reverse Channel Letters.
 Letters to have 3" Returns out of .063" thick aluminum material.
 Letters faces to be .090" thick aluminum material.
 Letters to have 3/16" thick Clear Lexan backs with 1/2" Spacers. Spacers to be painted to match the building color.
 Letters Illuminated with LEDs

Attachment Specs:

Each letter to be attached with minimum of (3) three #12 x 3" long Stainless-Steel screws with Nylon anchors. LED cable to fit thru a 3/8" diameter aluminum all-threaded conduit. All penetrations to be sealed properly to prevent any water leakage.

Revision No:

△	△
△	△
△	△
△	△
△	△



White Acrylic .25"

Clear Polycarbonate .177"

Satin Black .090" Aluminum

Corten Steel

Material Samples



Architectural Commission Report

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Attached C:
Approval Resolution

RESOLUTION NO. AC-29-12

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A MONUMENT SIGN AND A SIGN ACCOMMODATION TO ALLOW BUILDING IDENTIFICATIONS SIGNS FACING PRIVATE PROPERTY AT THE PROPERTY LOCATED AT 9336-9346 CIVIC CENTER DRIVE (UTA– PL1205347).

The Architectural Commission of the City of Beverly Hills hereby finds, resolves and determines as follows:

Section 1. Harout Dedeyan, applicant on behalf of the property owners, Tishman Speyer, and the tenant, UTA (Collectively the “Applicant”), has applied for architectural approval of a monument sign and sign accommodation to allow building identification signs facing private property for the property located at 9336-9346 Civic Center Drive.

Section 2. Beverly Hills Municipal Code Article 30, Chapter 3 of Title 10, authorizes the Architectural Commission the authority to approve, approve with conditions or deny design-related aspects of projects located in the city’s commercial and multi-family districts, subject to findings set forth in Beverly Municipal Code Section 10-3-3010.

Section 3. Consistent with Beverly Hills Municipal Code Section 10-3-3010, this resolution documents the official action of the architectural commission with respect to the project.

Section 4. The subject project has been reviewed pursuant to the provisions set forth in the California Environmental Quality Act (CEQA – Public Resource Code Sections 21000, *et seq.*), the State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000 *et seq.*), and the city’s

local CEQA Guidelines. The subject project is exempt from environmental review pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

Section 5. The Architectural Commission conducted a duly noticed public hearing on **April 18, 2012** at which time oral and documentary evidence was received concerning the application.

Section 6. Based upon the evidence presented at the hearings, including the staff report(s), oral and written testimony, the Architectural Commission hereby makes the following findings:

A. The plan for the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas, and high quality. Specifically the project incorporates an appropriate balance of color, high quality materials and appropriate architectural design principles to reinforce the city's urban form and promote the image of Beverly Hills.

B. The plan for the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable. The proposed project is proposed to be constructed using contemporary building materials and practices, and, as conditioned, compliant with all applicable building codes, including standards that protect against unwanted noise and vibrations.

C. Proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value. Specifically, the commission has reviewed the design and construction materials proposed for the project, which incorporates contemporary building material of known quality and durability. Moreover, the project design is appropriate to the building and surrounding improvements and is well matched to the selected materials.

D. As conditioned, the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan. The proposed project complies with the applicable goals and policies set forth in the general plan, and, as conditioned, designed in a manner that complies with local ordinances. The overall design is consistent with and appropriate to other improvements in the general vicinity.

E. The proposed development is in conformity with the standards of this code and other applicable laws insofar as the location and appearance of the buildings and structures are involved. As, conditioned, the project will be designed in compliance with all applicable regulations.

F. The proposed development is designed in a manner that protects and preserves those exterior elements of the building which the planning commission found contributed to the determination of the project as a "character contributing building": in accordance with section 10-2-707 of this title. The proposed project does not include a request and has not been determined by the planning commission to be a project that qualifies as a "character contributing building" under section 10-2-707. Therefore, this finding is not applicable to the subject project.

Section 7. Based on the foregoing, the Architectural Commission hereby grants the request defined in this resolution subject to the following conditions:

Standard Conditions

1. **Architectural Approval.** Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.

2. **Compliance with Municipal Code.** Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city's municipal code and applicable conditions imposed by any discretionary review approval.
3. **Compliance with Special Conditions.** Any special conditions that require approval by the director of community development, or designee, shall be submitted to the staff liaison to the commission within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.
4. **Project Rendering.** Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the director of community development, or designee, and shall include sufficient design information to evaluate project compliance during construction.

5. **Approval Resolution.** A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.

6. **Substantial Compliance with Approved Plans.** The director of community development, or designee, shall determine if changes to the approved project are in substantial compliance with the commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.

7. **Validity of Permits.** The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

Special Conditions

8. **The monument sign shall be reduced in height to a maximum 5'-0" so as to comply with the Beverly Hills Municipal Code §10-3-2018.**

Section 8. The Secretary of the Architectural Commission shall certify to the passage, approval, and adoption of this resolution, and shall cause this resolution and its certification to be entered in the administrative record maintained by the community development department.

Section 9. Decisions of the Architectural Commission may be appealed to the City Council within fourteen (14) days of the final action by filling a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: **April 18, 2012**

Shena Rojemann, Commission Secretary
Community Development Department

Allen Rennett, Chairperson
Architectural Commission

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) SS.
CITY OF BEVERLY HILLS)

I, SHENA ROJEMANN, Secretary of the Architectural Commission and Associate Planner of the City of Beverly Hills, California, do hereby certify that the foregoing is a true and correct copy of Resolution No. **AC-29-12** duly passed, approved, and adopted by the Architectural Commission of said City at a meeting of said Commission on **April 18, 2012** and thereafter duly signed by the Secretary of the Architectural Commission, as indicated; and that the Architectural Commission of the City consists of seven (7) members and said Resolution was passed by the following vote of said Commission, to wit:

AYES:

NOES:

ABSTAIN:

ABSENT:

SHENA ROJEMANN
Secretary to the Architectural
Commission/Associate Planner
City of Beverly Hills, California